

SCOTTISH GROCER FEATURE SYNOPSIS

June 2020

Chocolate

Editorial contact for this feature is

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Deadline for editorial submission Friday 8 May

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant.*

Who doesn't love chocolate? Still a key impulse category for convenience, chocolate is a category awash with recognisable brands, NPD and a variety of pack formats and price points. In this feature we'll look at how Scotland's convenience retailers can make the most of the opportunities this category provides.

We would welcome comments on the following:

- How would you assess the performance of chocolate in Scottish c-stores at the moment. What are the key trends that retailers should be aware of?
- How does the convenience channel compare to the grocery channel in terms of chocolate performance? What lessons can convenience retailers learn from the multiples? What advantages do c-stores have over the competition?
- What pack formats are proving popular in chocolate at the moment?
- What are the key shopper missions in the chocolate category? What can retailers do to cater to these missions?
- What merchandising/ranging advice can you offer retailers?
- Do you have any NPD or campaigns you would like to shout about?